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LOCAL COMPANY, ROSEDA BEEF NAMED PREFERRED BEEF OF THE BALTIMORE RAVENS

Organizations Announce Year-Long Partnership to Benefit Area Fans & Ravens All Community Team Foundation

Monkton and Baltimore, Maryland (September 9, 2010) – Roseda Beef of Monkton, Maryland and the Baltimore Ravens announced a new partnership today in launching a year-long campaign to provide premium, local beef products to Ravens fans while benefiting the Ravens All Community Team Foundation. In naming Roseda Beef as its preferred beef, the company will highlight its relationship on the Ravens new, state-of-the-art RavenVision HD boards by contributing \$500 to the Ravens All Community Team Foundation for every field goal made during the 2010 season.

“We are very pleased to have partnered with a great, local company like Roseda Beef,” says Ravens President, Dick Cass. “We try very hard to build relationships with local companies that are market leaders that can provide outstanding products to our fans, especially during Ravens tailgating season. “

“As a local, family-owned business, to have an opportunity to work with the Baltimore Ravens, demonstrates the Ravens and our commitment to partnering with the best in the market,” responds founder and owner, Ed Burchell. “We are confident that we are and will continue to deliver the best, all beef products to Ravens fans throughout the year ... to their tailgates and to their homes. My wife and I were born and raised in Baltimore, we know what football means to this community, and to be able to provide our products to Ravens fans is very exciting.”

The company’s name, Roseda (pronounced RO-ZED-UH) was formed by combining the couples’ and founder’s first names, *ROSE*mary and *ED*ward A. Burchell.

As Roseda continues to build its product distribution channels beyond selected retail grocers and restaurateurs in the Mid-Atlantic region, the partnership will feature online opportunities. Ravens fans will have the opportunity to partake in Roseda promotions via the [Ravens](http://Ravens.com) website, as well as periodic,

special RAVENS CALL e-newsletter offerings; radio advertisement with the Ravens broadcast partner, WBAL – 1090/WIYY – 98 Rock throughout the week and on game days; periodic print advertisement; and in-stadium LED commercial messaging, and rampway signage.

Do You Eat Like A Raven?: The Ravens certainly do. The Ravens will serve Roseda steak burgers and premium beef products at the Ravens Owings Mills training facility to Ravens players, coaches, staff and corporate and community guest throughout the year. In addition, Roseda Beef will be featured at certain public, Ravens events, including the Club Level at M&T Bank Stadium on game days, and A Purple Evening, the Ravens women-only event for about 4,000 on October 11th. Roseda will also donate its beef products at selected charitable events, including the popular Ravens Auction Party on November 15th.

About Roseda Farm

Established in 1999 in Monkton, Md., Roseda Farm is a local, family-owned farm operation featuring all natural, dry aged Roseda Beef products serving individual customers and select retail grocers and restaurants in Maryland and throughout the Mid-Atlantic. Recognized for its sustainability and breeding standards, Roseda Beef is carefully bred and naturally fed with customer satisfaction guaranteed. To learn more, visit www.rosedabeef.com.

About Baltimore Ravens

Entering their 15th year in Baltimore, the Ravens have made the playoffs three of the past four seasons. Under coach John Harbaugh, who has compiled 23 wins in the past two seasons, Baltimore produced its sixth playoff team of the decade (2000-09) during the 2009 campaign. For more information, visit www.baltimoreravens.com

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